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## Get that fresh new look with VAIO E Series 14P from Sony

*Personalise your notebook with matching keyboard skin and mouse included*



- **Stylish new 'wrap-around' design with colourful accents**
- **Energy-efficient design with long battery life, performance hybrid graphics and Rapid Wake + Eco**
- **Enjoy sound loud and clear with xLoud, Clear Phase and Dolby Home Theatre V4**
- **Gesture Control**

**Auckland, 24 April 2012** – Express your personal style with the new VAIO E Series 14P, the 14 inch notebook that's made for smarter, easier everyday computing.

The new VAIO E14P stands out from the crowd with its soft, discreetly reassuring 'wrap design.' Four fresh colours – white, black, pink or silver – are accented by complementary colour flourishes around the notebook's edge<sup>1</sup>, touchpad and keyboard, finished with a premium diamond-cut finish VAIO logo<sup>2</sup> on the lid.

<sup>1</sup> Colour accent on the edge is limited to white, pink and black.

<sup>2</sup> Diamond-cut logo is limited to silver

On top of this, VAIO E14P comes with 'personalisation kit' – matching mouse and keyboard skin. With the choice of colour from the four variations, users will be able to choose the one that reflects their personality.

### **Long battery life realized by hybrid graphics and 'Rapid Wake + Eco'**

VAIO E14P keeps you up and running for longer. With battery life of up to 5.5 hours<sup>3</sup>, there's plenty of power for note-taking in lectures or meetings, followed by some 'me time' surfing or after-hours social networking.



GPUs will switch over automatically depending on what application is to be used. The discrete GPU can be used for demanding applications like games, video and photo editing. For less intensive tasks VAIO automatically switches off the discrete GPU to boost battery life.

Endurance is stretched even further by the efficient VAIO Display and energy-efficient processors, plus an on-board optical drive that shuts down to zero power consumption when it's not needed.

Also, with new 'Rapid Wake + Eco,' you're ready for action in moments. This energy-saving mode puts VAIO into an ultra-low power deep sleep, keeping all your data safe for up to ten days<sup>4</sup>. Open the PC's lid and you're up and running in seconds, with all your files just as you left them.

### **Enjoy loud and clear sound with xLOUD, Clear Phase and Dolby Home Theatre V4**

New VAIO E14P gives you effortlessly clear, sparkling sound to match its stylish looks. Unique to Sony, "xLOUD" and "Clear Phase" technologies boost volume levels without distortion for impressive-sounding movies and games. Alternatively, switch to Dolby<sup>®</sup> Home Theatre<sup>®</sup> V4 for rich, cinema-style audio – whether you're listening through built-in speakers, external loudspeakers or headphones.

### **Clear, crisp video chat and intuitive gesture control**

Equipped with 2nd generation Intel<sup>®</sup> Core<sup>™</sup> i5 CPU with AMD Radeon<sup>™</sup> HD 7670M discrete GPU (VRAM: 1GB), this PC will satisfy the need without stress for everyday usage.

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<sup>3</sup> Actual battery life will vary depending on your specific hardware and software configurations.

<sup>4</sup> Battery life in Sleep mode varies depending on configuration and operating conditions, such as installed system memory size, remaining battery capacity and USB charging settings.



Video chats are clearer and crisper with the built-in HD web camera powered by 'Exmor for PC'. Friends and family will enjoy seeing you with sharper details, higher contrast and rich colours: even in low light where other web cameras struggle with grainy, fuzzy images.

The generously-sized multi-gesture touchpad offers a large clickable surface for intuitive, 'button-free' control. There's plenty of space to navigate pages, edit photos and more with fingertip scroll, flick, pinch/zoom and pivot movements.

Gesture Control lets you interact with your computer using intuitive hand movements. Just hold your hand up in front of the web camera and swipe left or right to flick through web pages or your photo gallery. Pull your hand down to pause music playback or a slideshow, or adjust music volume up or down with 'rotate' movements. Gesture Control is currently supported by Windows® Media Player, Windows® Internet Explorer® 9, Microsoft® PowerPoint®, and PowerDVD.

Don't worry if your phone's running out of battery while you're on the move: VAIO makes a handy 'any time' charger if there's no AC socket nearby. Just plug in your phone via USB even when the computer is switched off or in sleep mode.

To further increase the usability, VAIO E14P equips with comfortably-spaced isolation keyboard with backlight for error-free late-night typing.

### **Create and edit your personal contents with new PlayMemories Home**

Organising and editing photos, home movies and even 3D content is easier than ever. PlayMemories Home is the new software replacing Picture Motion Browser. With PlayMemories Home, you can import pictures and videos from any camera or camcorder and relive long lost moments instantly. Unique new feature includes camera direct viewing, 3D playback, external HDD direct viewing and 3D short-movie creation. And when you're ready, you can transfer to DVD or Blu-ray Disc™ or upload to Facebook®, YouTube™ and other sites for the world to enjoy.

With unique design and colour variations, everyone can express their personal style with the new VAIO E Series 14P.

**The new VAIO E Series 14P is available only in Sony Stores from April**

## Sony Store locations

255 Broadway  
Newmarket  
Auckland

Sylvia Park  
Mt Wellington  
Auckland

Westfield Riccarton  
Level 2  
129 Riccarton Road  
Christchurch

State Insurance Tower  
1 Willis Street  
Wellington

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